

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claims 19-20 and AMEND the claims in accordance with the following:

1. (CURRENTLY AMENDED) An advertising server comprising:

~~a database which registers a supplier providing a first non-privileged service, said first non-privileged service being offered to users with and without a subscription for the first non-privileged service with and said first non-privileged service having a first advertisement, and said database registers the users that have a contract subscription with the supplier for the first non-privileged service;~~

~~an advertisement preparation unit for preparing a second advertisement, requested by an advertiser, to be provided as a second-privileged second service for subscription users to the first-non privileged service, and for by placing said second advertisement on a privileged Web page so that said second advertisement is provided as the second-privileged service for users that have the contract with the supplier for the first non-privileged service; and~~

~~an advertisement utilization unit which, in the case when a user is identified as a subscription user to the first non-privileged service that has the contract with the supplier for the first non-privileged service on based upon the database through the input user information, allows the subscription user to view said second advertisement on the privileged Web page so as to provide the second-privileged second service;~~

~~wherein the second-privileged second service is provided to the subscription user at an independent time and by a different medium from the first non-privileged service.~~

2. (CURRENTLY AMENDED) An advertising server comprising:

~~a contractor database that registers contractors subscription users that have a subscriber subscription contract contracts with a newspaper dealer to deliver a newspaper to the subscription users;~~

~~an advertisement preparation unit for preparing an advertisement requested by an advertiser and for placing said advertisement on a privileged Web page so as to be viewed; and~~

an advertisement utilization unit which, ~~in the case when a user is identified as a contractor~~ subscription user having a subscription contract for the newspaper on the database through the inputted user information, allows the subscription user to view said advertisement on the privileged Web page as a privilege service provided under said subscription contract;

wherein the advertisement view is provided to the subscription user at an independent time and by a different medium from a delivery of ~~a~~ the newspaper.

3. (CURRENTLY AMENDED) The advertising server according to claim 1, wherein said advertisement preparation unit inputs an electronic medium advertisement from an advertiser and places the resulting advertisement on said privileged Web page, and also converts a medium advertisement from an advertiser to electronic data, and places the resulting advertisement on said privileged Web page.

4. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein said advertisement preparation unit prepares an advertisement requested by an advertiser or a Web page of the advertiser.

5. (CURRENTLY AMENDED) The advertising server according to claim 1, wherein, when a user views said advertisement on the privileged Web page, said advertisement utilization unit gives a privilege ~~offered~~ offer by a newspaper dealer or an advertiser to the subscription user viewing said advertisement.

6. (CURRENTLY AMENDED) The advertising server according to claim 1, wherein said advertisement utilization unit stores advertisement selection information specified and desired by ~~a~~ the subscription user, and delivers an advertisement corresponding to the corresponding advertisement selection information by mail or facsimile.

7. (CURRENTLY AMENDED) The advertising server according to claim 1, wherein, based upon a linking request specified by ~~a~~ the subscription user, said advertisement utilization unit makes a link to ~~the~~ a Web page of the advertiser.

8. (CURRENTLY AMENDED) The advertising server according to claim 1, wherein, based upon a linking request specified by ~~a~~ the subscription user, said advertisement utilization unit makes an access to a Web page of the advertiser managed by a newspaper dealer on ~~the~~ a

same chain in a different area.

9. (CURRENTLY AMENDED) The advertising server according to claim 1, wherein said advertisement utilization unit automatically edits a Web page dedicated to a subscription user based upon advertisement selection information specified by the subscription user, and stores the resulting data, or downloads the resulting data to the-a user device.

10. (CURRENTLY AMENDED) The advertising server according to claim 1, wherein said advertisement utilization unit stores advertisement selection information specified by a-the subscription user, and upon receiving a visiting request from the subscription user, automatically edits a Web page dedicated to the subscription user based upon said stored advertisement selection information ~~thus stored~~, and allows to-the subscription user to visit the page.

11. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein said advertisement preparation unit places local information other than advertisements, such as bulletin boards and link collections on said Web page, and said advertisement utilization unit publicizes local information to contractor users and non-contract users of said database.

12. (PREVIOUSLY PRESENTED) The advertising server according to claim 1, wherein upon receipt of a visiting request from a non-contract user not registered in the database, said advertisement utilization unit presents an application page for newspaper subscriber contract.

13. (CURRENTLY AMENDED) The advertising server according to claim 1, wherein said advertisement utilization unit retrieves subscription contractor-users who need to update the contract from the database, and displays the necessity of updating the contract at the time of visiting said privileged Web page.

14. (CURRENTLY AMENDED) The advertising server according to claim 1, wherein based upon a request for preparation of a guide map including the-a current position specified by a-the subscription user and the-a destination indicating the advertiser, said advertisement utilization unit prepares the guide map indicating a route from the current position to the destination, and publicizes the guide map in said privileged Web page, or downloads it~~the~~ guide map to the-a user device.

15. (CURRENTLY AMENDED) The advertising server according to claim 1, wherein said advertisement utilization unit transmits an ordering request for an advertised commodity from a the subscription user to the advertiser's device as ordering information, and after the transmission, manages processes from delivery to receipt of the ordered commodity.

16. (CURRENTLY AMENDED) The advertising server according to claim 1, wherein based upon the request from the subscription user, said advertisement utilization unit prints an advertisement placed on said privileged Web page on paper media, and distributes the resulting advertisement.

17. (CURRENTLY AMENDED) The advertising server according to claim 1, wherein said advertisement utilization unit registers visiting information of the subscription user for each advertisement visit, surveys the advertisement utilization state by retrieving said database after a lapse of a predetermined period from the publish of the advertisement, and informs the advertiser's device of the results of the survey, and determines and settles an advertisement publishing fee based upon the results of the survey.

18. (CURRENTLY AMENDED) An advertising method using a server, comprising:
registering in a database a supplier for supplying a first non-privileged service, said first non-privileged service being offered to users with and without a subscription for the first non-privileged service, and registering the users having a subscription contracts with the supplier for the first non-privileged service;

preparing an advertisement requested from the advertiser different from said users and placing the advertisement in a privileged Web page so that the advertisement, which is a second service provided as a privilege service for users having contracts with the supplier for the first non-privileged service, is viewed; and

allowing, in the case when a user is identified as a contractor subscription user of said first non-privileged service on the database through the inputted user information, the subscription user to view the advertisement on said Web page so as to provide said a second privileged service to the subscription user which is the privilege service;

wherein the second privileged service is provided to the subscription user at an independent time and by a different medium from the first non-privileged service.

19. (CANCELLED)

20. (CANCELLED)

21. (CURRENTLY AMENDED) A computer-readable recording medium that is read by a computer and that storesstoring a program allowing a computer functioning as a server to execute:

registering in a database a supplier for supplying a first non-privileged service, said first non-privileged service being offered to users with and without a subscription for the first non-privileged service, and registering users having contracts-a subscription with the supplier for the first non-privileged service;

preparing an advertisement, requested from the advertiser different from said users, to be provided as a privileged second service by and placing the advertisement in a privileged Web page so that the advertisement, which is a second service provided as a privilege service for users having contracts with the supplier for the first non-privileged service, is viewed; and

allowing, in the case when a user is identified as a contractor-subscription user of said first non-privileged service on the database through the inputted user information, the registered user to view the advertisement on said privileged Web page so as to provide said privileged second service which is the privilege service;

wherein the privileged second service is provided to the subscription user at an independent time and by a different medium from the first non-privileged service.

22. (CURRENTLY AMENDED) A computer-readable recording medium that is read by a computer and that storesstoring a program allowing a computer functioning as a server of a newspaper dealer to execute:

registering, in a database, at least contractors-subscription users having subscriber contracts-a subscription contract with a newspaper dealer-in a database to deliver a newspaper to the subscription users;

preparing an advertisement requested by an advertiser different from said subscription users and placing the advertisement in a privileged Web page; and

allowing, in the case when a user is identified as a contractor-subscription user on the database through the inputted user information, the registered subscription users to view the advertisement on said Web page as a privileged second service provided under said subscription contract;

wherein the advertisement view-is provided to the subscription user at an independent

time and by a different medium from a delivery of a the newspaper.

23. (CURRENTLY AMENDED) A method in a data processing system, comprising:
providing a first non-privileged service to users, said first non-privileged service being offered to users with and without a subscription for the first non-privileged service;
registering subscription users of the first non-privileged service;
creating an advertisement; and
displaying the advertisement only to the registered subscription users as a privilege;
wherein the advertisement display is provided to the subscription user at an independent time and by a different medium from a delivery of a newspaperthe first non-privileged service.

24. (CURRENTLY AMENDED) An advertising server comprising:
a database which registersregistering a supplier for providing a first non-privileged service, said first non-privileged service being offered to users with and without a subscription for the first non-privileged service, and which registers a user that has a contractsubscription with the supplier providing said first service;

an advertisement preparation unit forfor a controller preparing an advertisement requested by an advertiser different from said users, and forplacing said advertisement on a privileged Web page so that said advertisement, which is a privileged second service provided as a privilege service pursuant to said contractsubscription, is available for viewing; and

an advertisement utilization unit which providesproviding the privileged second service by allowing the registered user to view said advertisement on the Web page.

25. (CURRENTLY AMENDED) A method in a data processing system, comprising:
providing a first non-privileged service to users;
registering subscription users of the first service;
creating an advertisement; and
displaying the advertisement only to the registered subscription users as a privilege.